

CAMEL CASH

TIMELESS COLLECTIBLES 1913-1998



The Birth of a New Smoke



Richard Joshua Reynolds during his years in Winston-Salem, NC.

The year was 1913. The economy was good, and spirits were high. A dance craze was sweeping the nation. Cabarets were opening up faster than you could say "tango." And a tobacco entrepreneur in Winston-Salem, NC named Richard Joshua Reynolds had the foresight to realize America was ready for a new cigarette. Committed to excellence and sure of his "Turkish & American Blend," he promised to back it with every last cent he had.

Wondering what to call his exotic blend, he considered naming the new brand Kismet, Oracle, and even Nabob. Thankfully, Reynolds, who favored animal names for their simplicity, eventually chose Camel instead. He immediately hired an illustrator to draw a camel for the pack. Unfortunately, the illustrator had never seen a real camel himself.

Around that same time, the Barnum & Bailey Circus came

to town, a huge act even back then. Reynolds saw an opportunity and snapped at it, literally, sending a photographer to shoot a one-humped beauty there named "Old Joe." The camel didn't cooperate at first, but a tap on the nose

caused him to raise his tail, throw back his ears, and close his eyes just as the shutter released. This famous pose has appeared on the package ever since. Just two years after this photo was taken, Camel became the No. 1 smoke in America.



Camel cigarettes use a blend of three kinds of tobacco leaves: Burley (left), a full-bodied leaf; Flue-cured (center), a smooth-tasting leaf; and Turkish (right), an aromatic leaf.



The R.J. Reynolds factory in Winston-Salem, NC at the turn of the century. This picture was originally a label on a chewing tobacco crate.

Camel would continue to make more history in its eighty-five years than any other cigarette brand. This catalog takes you through some of the finer moments, and leaves you with some timeless collectibles in the process. This is Camel's story.

A Look Back

1913 - A famous New York cabaret magnate discovers that the desire for dancing, music, and excitement is replacing the penchant for sedentary eating, the same year Camel is introduced.

1914 - The Foxtrot is introduced and becomes America's favorite dance.

1914 - Hollywood presents silent films in theaters nationwide.

#1



1- OLD JOE LETTER AND PHOTO

These are the two collectibles that got Camel started. The original letter requesting permission to photograph a camel from the Barnum & Bailey Circus, and the photo itself. Neither came easy. In fact, as time was running out for a Reynolds employee to come up with an agreement, he found himself climbing through the window of a closed Reynolds office to write the letter. He even forged it with the Reynolds name. This litho of the original letter and photo is printed on acid-free paper and ready for a 16" x 20" frame.

Item 1: _____ 200 C-Notes + \$3.50 S/H
Item 201: _____ \$40.00 + \$3.50 S/H

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

2 - TIN ZIPPO® DISPLAY

The perfect place to store your Zippo® collection. The lithographed art is borrowed from a 1915 Camel tin display, one of the earliest cigarette displays in America. Holds up to 29 lighters. Litho-printed metal display with wooden insert for stability and rubber non-skid feet. Zippos® not included. 18" x 22 1/2" x 4 1/4".

Item 2: _____ 700 C-Notes + \$5.75 S/H

Item 202: _____ \$125.00 + \$5.75 S/H

3 - CLASSIC CAMEL TAPESTRY

This Camel tapestry proudly displays a reproduction of one of the earliest pieces of art in cigarette history. Hang it up and simply admire. 100% cotton woven, complete with cord. 26" x 36".

Item 3: _____ 250 C-Notes + \$5.50 S/H

Item 203: _____ \$45.00 + \$5.50 S/H

4 - "THE CAMELS ARE COMING" COIN SET

In 1913, one of the first teaser ad campaigns in history launched Camel nationally and drew lots of curiosity, but no one knew what the Camels were. Things have certainly changed. And now these ads are featured on coins made from one troy ounce of .999 fine silver. Protected in hard plastic capsules; placed in a pouch. Coins: 1 1/2" round. Pouch: 2 1/2" x 2 1/2".

Item 4: _____ 250 C-Notes + \$1.50 S/H

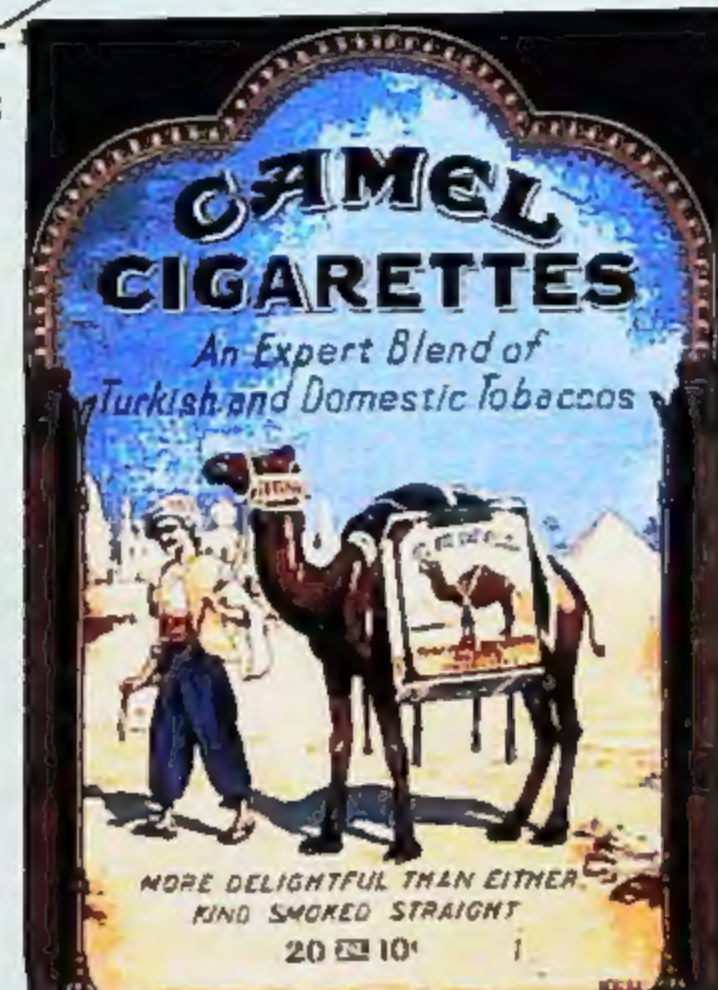
Item 204: _____ \$45.00 + \$1.50 S/H



1915 - The loudspeaker is invented.



#3



Front

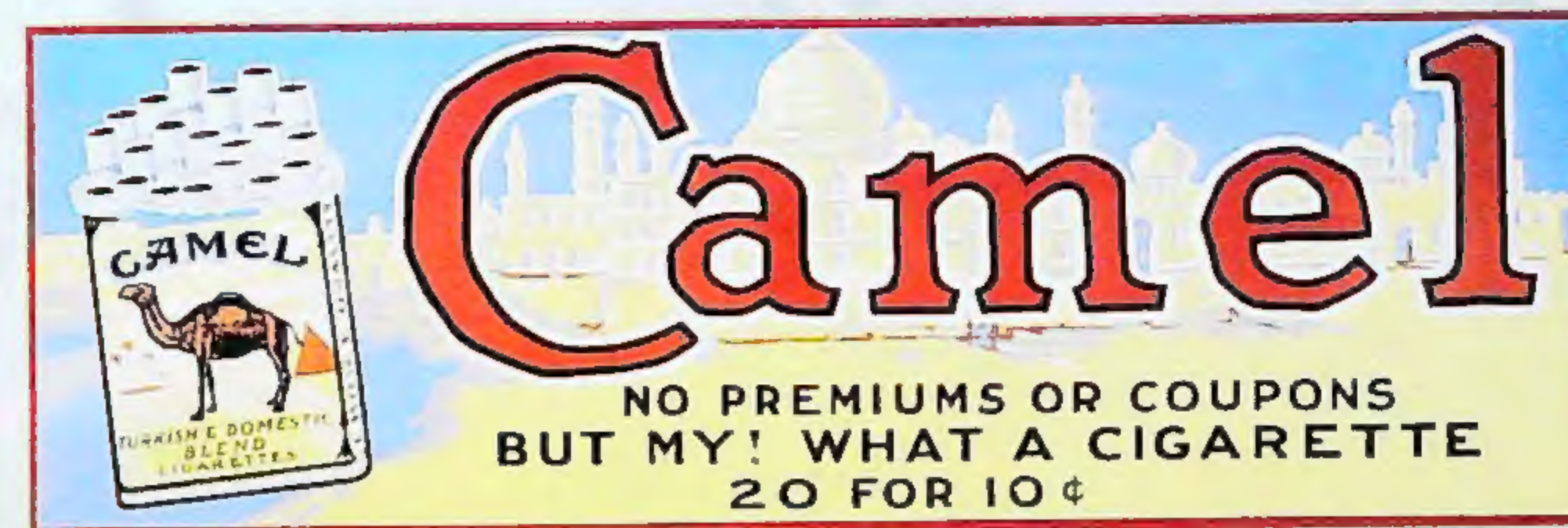
Back

Front

Back

1915 - A Ragtime dance craze sweeps the nation.

#5



#6



#7



1917 - The original Dixieland Jazz Band performs for the first time in New York. Soon after, the first jazz recordings are made.

1919 - Prohibition is ratified as the 18th amendment to the Constitution.

5 - "MY! WHAT A CIGARETTE" TIN SIGN

This time-honored tin sign is a replica of the original 1916 Camel porcelain sign hung in corner stores and gas stations. It proudly displays the Camel name in bold red letters. Made of aluminum. Ready to hang. 24" x 7 1/4".

Item 5: _____ 135 C-Notes + \$3.50 S/H

Item 205: _____ \$22.00 + \$3.50 S/H

6 - "CAMEL PYRAMID" TIFFANY LAMP

A true masterpiece, the spirited Camel design on this lamp portrays memorable desert sunsets. The lamps were reproduced by Meyda Tiffany with the same techniques used a hundred years ago. Brass filigree design. UL-approved. 10" square base, 7" high.

Item 6: _____ 900 C-Notes + \$5.50 S/H

Item 206: _____ \$145.00 + \$5.50 S/H

7 - THE TRENCH LIGHTER

When it comes to lighting a Camel, some prefer to bring out the heavy artillery. Like this replica of a brass lighter used during World War I. Embossed logo. Windproof and flint lighter fluid refillable. 3" x 1".

Item 7: _____ 75 C-Notes + \$1.25 S/H

Item 207: _____ \$15.00 + \$1.25 S/H



"I'D WALK A MILE FOR A CAMEL"



"The Man on the Camel Ad." Featured in several Camel posters and billboards during the 1920's.

Camel roared into the 1920's along with Flappers, Model T Fords and the Charleston. By 1921, as the harsh memories of World War I began to fade, one-half of the cigarettes smoked in the U.S. were Camels, just eight years after their introduction.

1921 also saw the birth of one of the most famous advertising slogans of all time. One day, as company legend has it, a certain golf foursome went out to play eighteen holes. In the middle of the round, one of the men discovered he had run out of smokes. While the group waited for a caddy to return with more, he exclaimed, "I'd walk a mile for a Camel." The man next to him happened to work on Camel's ad account, and rushed off the course to tell the line to his superiors. Advertising history was made.



Around this time, well-known artists were commissioned by Camel to paint ads that captured the enjoyment of smoking. The ads also reflected a changing attitude about women and smoking. At first, Camel was very conservative about showing women with lit cigarettes. By the early thirties, though, women were not only smoking, they were obviously enjoying it.

With the Great Depression lingering, Camel found ways to entertain the nation. During this period, it ran its first radio program called "Camel Pleasure Air," featuring some of the day's most popular performers. America tuned in.

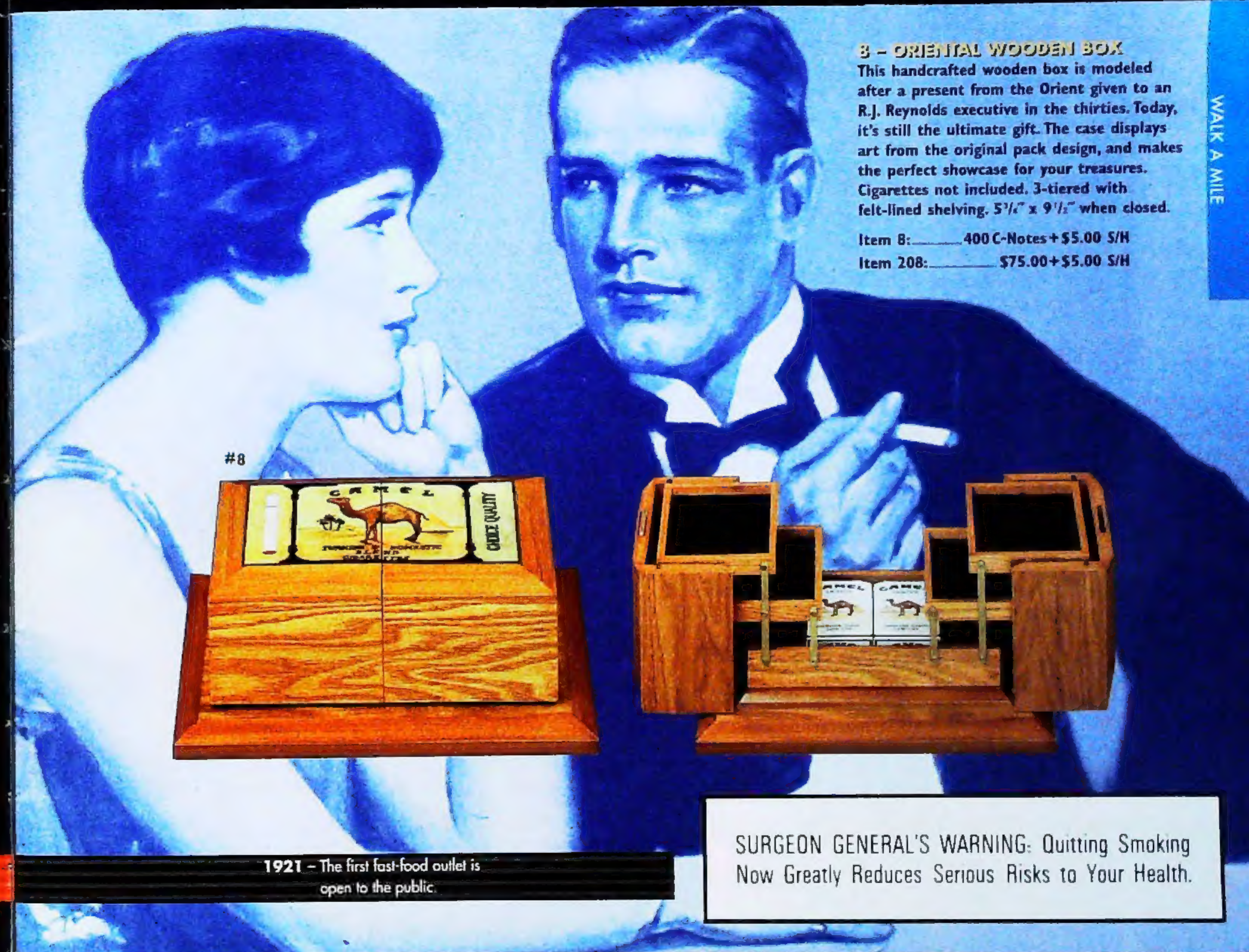
As this 1920's billboard suggests, stylish men were used in Camel advertising to reflect the elegance of the period.



1930's billboards, like this one, began showing women smoking Camels. This ad also displayed Camel's legendary slogan.

1920 - The Flapper look becomes the country's latest fascination as young women wear short hair, short skirts and rolled-down hose.

1921 - The word "robot" enters the English language.



8 - ORIENTAL WOODEN BOX

This handcrafted wooden box is modeled after a present from the Orient given to an R.J. Reynolds executive in the thirties. Today, it's still the ultimate gift. The case displays art from the original pack design, and makes the perfect showcase for your treasures. Cigarettes not included. 3-tiered with felt-lined shelving. 5 1/2" x 9 1/2" when closed.

Item 8: 400 C-Notes + \$5.00 S/H

Item 208: \$75.00 + \$5.00 S/H

#8



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

9 - THE THIRTIES' LIGHTER

During the thirties, famous artists were commissioned by Camel to paint women with their favorite smoke. The classic paintings were used in ads, like the one displayed on this unique lighter. Flint lighter fluid refillable. 2 1/4" x 1 1/4".

Item 9: _____ 135 C-Notes + \$1.25 S/H

Item 209: _____ \$22.00 + \$1.25 S/H

10 - "I'D WALK A MILE" ZIPPO®

A little piece of advertising history captured on a classic Zippo® Black matte finish with custom Camel visual. Refillable and lifetime guarantee.

Item 10: _____ 150 C-Notes + \$1.25 S/H

Item 210: _____ \$28.00 + \$1.25 S/H

11 - "I'D WALK A MILE"

TIN SIGN

During the early twenties, this memorable Camel advertising sign used to hang up on trolley cars. Just imagine it on the walls of your home. Made of aluminum. Ready to hang. 18 1/4" x 9 1/4".

Item 11: _____ 135 C-Notes + \$3.50 S/H

Item 211: _____ \$22.00 + \$3.50 S/H



1924 - Americans buy a record high 1.5 million radios in one year.

1925 - A risqué dance called the Charleston becomes the latest rage, and is immediately banned in some areas.

#9



#10



#11



#12



#13



#14



12 - STYLIZED CAMEL ASHTRAY

This work of art is a replica of the 1930's ashtray taken from the personal collection of the Reynolds family. Made of steel with a black iron finish, it proudly features Camel in ornamental fashion. Dishwasher safe. 6" diameter x 2 1/4" high.

Item 12: _____ 75 C-Notes + \$4.00 S/H

Item 212: _____ \$15.00 + \$4.00 S/H

13 - PACK ART LIGHTER

It's the kind of lighter you couldn't imagine losing. So when someone borrows it, take all necessary precautions. The original pack design is captured on this classic lighter. Flint lighter fluid refillable. 2 1/4" x 1 1/4".

Item 13: _____ 135 C-Notes + \$1.25 S/H

Item 213: _____ \$22.00 + \$1.25 S/H

14 - CERAMIC CIGARETTE HOLDER

This is a replica of a 1930's holder originally made in France. Use it to hold your finest cigarettes. Camels, of course. Handcrafted ceramic with stylized pack art graphics. Cigarettes not included. 3 1/4" x 3 1/4" x 2 1/4".

Item 14: _____ 75 C-Notes + \$1.25 S/H

Item 214: _____ \$15.00 + \$1.25 S/H



1930 - Skirt hemlines drop to eight inches from the floor.

1933 - Prohibition is repealed in the 21st amendment to the Constitution.

15 - PLAYING CARDS AND HOLDER

Since playing cards was a popular pastime during the thirties, it's only appropriate to hold them in a case from that period, like the original flat 50's Camel pack, which used to hold fifty cigarettes. This particular box features the pack art of the day, and includes two decks, 3 1/4" x 5 1/4" x 1/4".

Item 15: _____ 60 C-Notes + \$1.00 S/H

Item 215: _____ \$12.00 + \$1.00 S/H

16 - CIGARETTE CASE WITH ATTACHED LIGHTER

Back in the Depression, this 2-in-1 would have been pretty economical. Today, it's just plain cool, and makes going out a whole lot easier. Holds ten king-size cigarettes. Chrome-plated metal with leatherette inlay. Removable, butane refillable lighter. 4 1/4" x 3 1/4" x 1/2". Cigarettes not included.

Item 16: _____ 155 C-Notes + \$1.25 S/H

Item 216: _____ \$30.00 + \$1.25 S/H



1934 - The first drive-in movie theater opens in New Jersey.

1938 - The strobe light is invented.



#17



Front Pocket

#19



17 - "I'D WALK A MILE" T-SHIRT
Make a fashion statement of historical proportions with this nostalgic T-shirt. The design is taken directly from the classic 1920 poster art that was used in stores all over America. 100% cotton. Adult XL. Made in USA.

Item 17: _____ 75 C-Notes + \$1.50 S/H

Item 217: _____ \$15.00 + \$1.50 S/H

18 - ANTIQUE FLASK

During Prohibition, this came in pretty handy. Today, it's simply a work of art. Handrolled English lead-free pewter, Celtic design with the embossed, authentic Camel logo of that period. Holds 6 fluid oz.

Item 18: _____ 200 C-Notes + \$1.50 S/H

Item 218: _____ \$40.00 + \$1.50 S/H

19 - THE "UNMATCHED" CERAMIC BOX

This handcrafted, black ceramic box displays art from one of the most popular tobacco ads of the era. Made to hold cigarettes, jewelry, coins and your attention. Felt-lined bottom. 6" x 4" x 2".

Item 19: _____ 100 C-Notes + \$3.50 S/H

Item 219: _____ \$18.00 + \$3.50 S/H

1939 - Television begins to show sports coverage, variety shows and feature films.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

THE CAMEL LEGEND CONTINUES



In 1948, this cardboard display poster began appearing in stores nationwide, featuring the forties-esque slogan, "More people are smoking Camels than ever before!"

Camel went on to sponsor one of the first national TV news programs, "The Camel News Caravan." But the legend didn't end there.

During the fifties, poetry and rebellious self-expression fueled the Beat Generation. At the same time, mainstream America was hot on something called Rock & Roll. And no matter what was happening, a poetry reading or a drag race, a pack of Camels was never too far away. But the pace of

By the 1940's, Americans were smoking Camels on conga lines, at big band concerts, and overseas during World War II. In 1941, Camel put its stamp on New York City with a huge billboard in Times Square, featuring a man appearing to blow simulated smoke rings into the city air. A few years later,

change in America during the fifties paled in comparison with the decade to come.

The sixties became a decade defined by ideals like peace, love, and human rights, all of which were later summed up in one word: Woodstock. During this decade, Camel introduced another style, Camel Filters in a soft pack. And though flower power eventually gave way to disco power, filters never went out of style.

Toward the late seventies, a new Camel man emerged. He was rugged and handsome. And in Camel's advertising, he explored exotic and remote destinations that knew no boundaries. The ads crossed borders as well, literally taking the Camel message to smokers around the globe.



A rugged outdoorsman made his way into Camel advertising in the late seventies. The ads continued to run well into the next decade.

1946 - Jukeboxes go into mass production.

1954 - Frozen TV dinners are introduced to America.

"Camels ARE JUST RIGHT!"



20 - RETRO TIN THERMOMETER
During the fifties, the original tin thermometer was proudly displayed by retailers across the nation, informing their customers that Camels were for sale. Today, this replica informs you of the temperature. And no matter how cool or how hot, Camel tells it like it is. Made out of steel. 6" x 16".

Item 20: 250 C-Notes + \$3.50 S/H
Item 220: \$45.00 + \$3.50 S/H



1958 - Pop Art emerges during an age of postwar consumerism.

1961 - The first pay-per-view boxing match is tested in the United States.

CAMEL LEGEND CONTINUES

21, 22 - THE FIFTIES' ZIPPOS®

These sister Zippos® showcase two of the women featured in Camel ads of the fifties. Their faces will probably light you up even before the Zippos® take care of your cigarettes. Item 21 includes a black matte finish, while item 22 features brushed chrome. Refillable and lifetime guarantee. Sold separately.

Item 21, 22: 150 C-Notes + \$1.25 S/H

Item 221, 222: \$28.00 + \$1.25 S/H

23 - AUTHENTIC CAMEL WATCH

This 1940's-style watch conveys the period with its distinct square face. It tells you the time and tells others you have taste. Gold-plated metal case, mineral crystal lens, Italian design leather band, and long-life silver oxide battery. Lifetime limited warranty.

Item 23: 100 C-Notes + \$1.25 S/H

Item 223: \$18.00 + \$1.25 S/H

24 - CAMEL'S CLASSIC MUG

This oversized mug with the classic Camel logo proves that sometimes simple is better. Handcrafted, almond-colored porcelain. Dishwasher safe. Holds 17 fluid oz.

Item 24: 60 C-Notes + \$3.50 S/H

Item 224: \$12.00 + \$3.50 S/H



1965 - Clothing stores begin selling miniskirts, the latest fashion craze.



#23



#24



Side

Front

#25



#26



#27



25 - THE CAMEL LAVA LAMP

These lamps made their debut in the sixties. Three decades later, they're still out of sight. Clear liquid, purple lava, and black metal base with Camel logo. Legendary Lava Lite® reputation. Includes 40 watt bulb. 17 1/2" x 5 1/2".

Item 25: 325 C-Notes + \$5.00 S/H

Item 225: \$55.00 + \$5.00 S/H

26 - CAMEL TABLE ZIPPO®

This heavy-duty Zippo® is a modified version of the classic 1949 Lady Bradford, the first removable table lighter from Zippo®. Die cast zinc base with antique pewter finish and logo. Comes with removable midnight brushed chrome Zippo® with identical etched logo. Refillable and lifetime guarantee. Base: 1 1/2" x 2".

Item 26: 325 C-Notes + \$1.25 S/H

Item 226: \$55.00 + \$1.25 S/H

27 - THE BEANBAG ASHTRAY

The days of the beanbag chair are long gone. But this sixties classic beanbag ashtray is still really groovy. 3 1/2" diameter.

Item 27: 75 C-Notes + \$2.00 S/H

Item 227: \$15.00 + \$2.00 S/H

1970 - The 8-track becomes the music format of choice.

1978 - Disco music and bellbottoms are in vogue.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

The Joe Years



The logo created to introduce Joe, just in time for Camel's 75th Anniversary.

During the eighties, action-adventure movies dominated the big screen, while light-hearted sitcoms brightened living rooms across the country. Music had taken a turn towards glam rock, rap, and new wave, and Camel was ready to make its biggest noise of all.

In 1988, Camel introduced Joe Camel, who quickly became one of the most recognized pop icons in American culture. Originally created by a British artist for a 1974 Camel poster in France, the new Joe appeared just in time for Camel's 75th Anniversary celebration. Bursting through a yellow brick pyramid and onto the American scene, Joe made some noise with 3-D pop-up ads, birthday cards and a return to Times Square with an all new high-tech billboard.

Eventually, Joe was seen playing pool, riding a motorcycle, and hanging with his buddies, the Hard Pack – Bustah, Eddie, Max, Ray and Floyd, who each represented a different box style. Joe



Joe and a motorcycle go hand in hand, as this 1996 ad suggests, featuring Joe and Bustah.

even started a band with the guys, and played a mean keyboard. While the group of cool Camels definitely showed smooth character, there was no question who was the leader of the pack.

In 1992, Camel introduced two new styles: Camel Wides Filters and Wides Lights. To launch the new cigarettes, Camel got help from

Max and Ray, also known as the Wides Guys. Soon enough, these guys were seen in ads and on collectibles, always wearing their signature sunglasses and fedoras. The following year, Joe put on his tux, and, with lots of class, introduced yet another cigarette: Camel Special Lights.

By this time, Joe could be found just about everywhere, like on the collectibles featured in the next few pages. Back by popular demand, these items are some of the biggest sellers in Camel Cash history.



Joe strikes a classic pose in this 1993 ad for Camel Lights.

1988 – The longest cab ride takes place with a total of 13,670 miles.

1988 – CDs win the war against vinyl.



Cover is subject to change.

28 - THE ILLUSTRATED HISTORY OF JOE
Joe may be gone, but he won't be forgotten in this exciting collection of the best Joe Camel ads ever produced. This authorized biography contains over 200 pages and tells the true, behind the scenes story of an American classic: from his inception in 1988, to his evolution through the 1990's, to his farewell in 1997. This collection contains over 100 ads in all, including some that were never produced. Order now and we'll send you a certificate that reserves this high-quality, hard-cover book for you. Your book will be mailed shortly after September 15, 1998.

Item 28: 175 C-Notes + \$4.00 S/H
Item 228: \$34.00 + \$4.00 S/H

1989 – The term "virtual reality" is coined, and later becomes a reality in cyber stores everywhere.

1989 – A line dance craze hits the nation.

29 - "JOE'S DEBUT" ZIPPO®

This Zippo® features the logo used to introduce Joe to America during Camel's 75th Anniversary celebration. Blue matte finish. Refillable and guaranteed for life.

Item 29: _____ 150 C-Notes + \$1.25 S/H

Item 229: _____ \$28.00 + \$1.25 S/H

30 - JOE PIANO ZIPPO®

With a purple matte finish, technographics and Joe jammin' on the piano, this Zippo® hits all the right notes. Refillable and guaranteed for life.

Item 30: _____ 150 C-Notes + \$1.25 S/H

Item 230: _____ \$28.00 + \$1.25 S/H

31 - JOE'S MONEY CLIP

A stash is worth holding on to when you have this money clip, featuring the Camel Cash design. Antique brass finish. 1 1/2" x 2 1/4" x 1/4".

Item 31: _____ 50 C-Notes + \$1.25 S/H

Item 231: _____ \$10.00 + \$1.25 S/H

#29



#30



#31



#32



32 - JOE'S DARTBOARD

When it comes to darts, a game ain't the same without Joe. Take on your friends with this eighteen inch bristle dartboard, featuring two scoreboards with the Camel imprint, and a high profile dart cabinet with cherry laminate and custom-printed Joe graphics. Darts not included. 25 1/4" x 20" x 3 1/4".

Item 32: _____ 650 C-Notes + \$9.50 S/H

Item 232: _____ \$110.00 + \$9.50 S/H



1990 - Karaoke becomes a hit in America, as singers polish up on their favorite tunes.

1991 - Computer morphing becomes the latest special effect on the silver screen.

1992 - The goatee look returns.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

**33 - MAX AND RAY
TWO-SIDED ASHTRAY**

There are two sides to every story. And now there are even two sides to an ashtray. This one is handcrafted with cobalt flint glass, features Max and Ray, and lets you choose sides. Dishwasher safe. 4 1/16" x 5 1/4" x 3/4".

Item 33: 135 C-Notes + \$3.50 S/H

Item 233: \$22.00 + \$3.50 S/H

34 - THE "HARD PACK" ZIPPO®

When the members of the Hard Pack play, they put on quite a show. This Zippo® does the same with its purple matte case and technigraphics. Refillable and guaranteed for life.

Item 34: 150 C-Notes + \$1.25 S/H

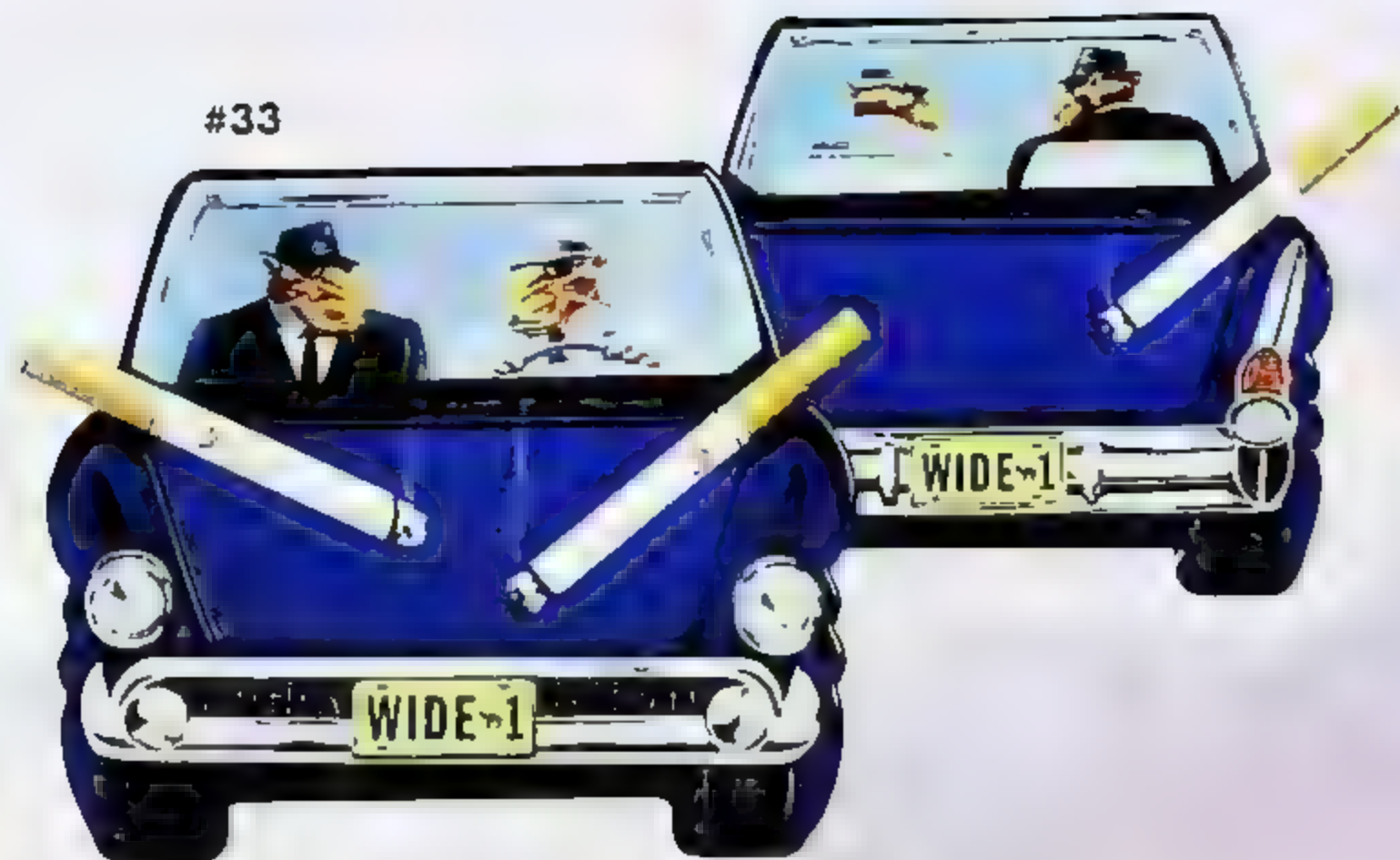
Item 234: \$28.00 + \$1.25 S/H

**35 - MAX AND RAY
SALT AND PEPPER SHAKERS**

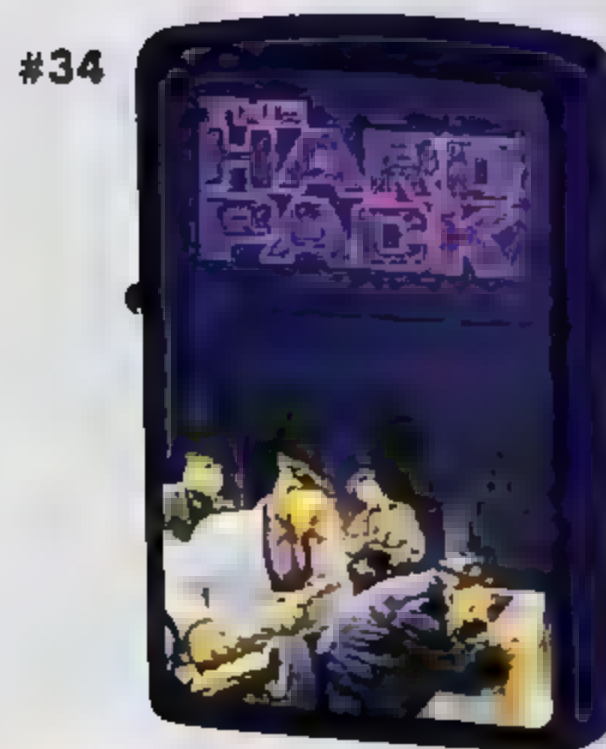
Add some spice to your kitchen with these handcrafted salt & pepper shakers, featuring Max and Ray, two Camel Cash veterans. Made of ceramic. 2 1/4" x 2 1/4" x 3 1/4".

Item 35: 100 C-Notes + \$1.25 S/H

Item 235: \$18.00 + \$1.25 S/H



#33



#34



#35

#36



#37

**36 - "JOE'S BEACH CLUB"
TUMBLER SET**

If you can't hit the beach, at least you can fix some drinks for your friends with this set of tumblers. The five styrene insulated tumblers feature Joe and the Hard Pack. Left to right: Max, Eddie, Joe, Bustah, and Floyd. Dishwasher safe. Holds 12 fluid oz.

Item 36: 145 C-Notes + \$4.25 S/H

Item 236: \$25.00 + \$4.25 S/H

37 - JOE'S NEON SIGN

Joe had a lot of shining moments. This neon with Joe's silhouette is definitely one of them. Designed to fit on a counter, mount on a wall, or hang in a window. UL-approved. 11 1/4" x 10 1/2" x 3 1/4".

Item 37: 1000 C-Notes + \$6.00 S/H

Item 237: \$160.00 + \$6.00 S/H



1994 - American Idol begins airing, but it takes another 10 years to become a household name.

1995 - The first mass-marketed electric car is introduced to America.

1994 - Pagers, or "beepers," become standard communication accessories.

1995 - The first mass-marketed electric car is introduced to America.



38 - HANDLEBARS T-SHIRT
We'd give you the bike, but it's Joe's. So we figured this black T-shirt is the next best thing. 100% cotton. Adult XL. Made in USA.

Item 38: 75 C-Notes + \$1.50 S/H
Item 238: \$15.00 + \$1.50 S/H

39 - JOE'S HEAD CAN HUGGER
With this legendary Camel Cash item, Joe has your favorite liquids covered. Plastic, hand painted. 4" x 5" x 5".

Item 39: 40 C-Notes + \$1.50 S/H
Item 239: \$8.00 + \$1.50 S/H

40 - THE MATCHBOOK RACK
With a walnut finish on pine wood, it's the perfect place to keep your Camel matchbooks, assuming you don't use them all up. Comes with a caddy of fifty matchbooks with unique Joe and Camel graphics. 20 1/2" x 14 1/2".

Item 40: 200 C-Notes + \$5.00 S/H
Item 240: \$40.00 + \$5.00 S/H



1995 - People of all ages are doing the Macarena. The dance soon becomes popular on baseball stadiums nationwide.

#38



#39



#40



#41



Front Pocket

#42



41 - THE CLASSIC POOL PLAYER T-SHIRT
It doesn't take a pool shark to realize the power of this white T-shirt. The next shot? How about the five ball in the corner pocket? 100% cotton. Adult XL. Made in USA.

Item 41: 75 C-Notes + \$1.50 S/H
Item 241: \$15.00 + \$1.50 S/H

42 - "POOL PLAYER" COLLECTOR'S PLATE
When it comes to this collector's plate, you gotta let Joe call the shots. Like this one featuring the classic Joe Pool visual. White porcelain with 22 karat gold accents. For decorative purposes only. Not for food use. 8 1/2" diameter.

Item 42: 155 C-Notes + \$1.50 S/H
Item 242: \$30.00 + \$1.50 S/H

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

1996 - Martini bars surface all over the urban landscape.

Camel Is Still What You're Looking For



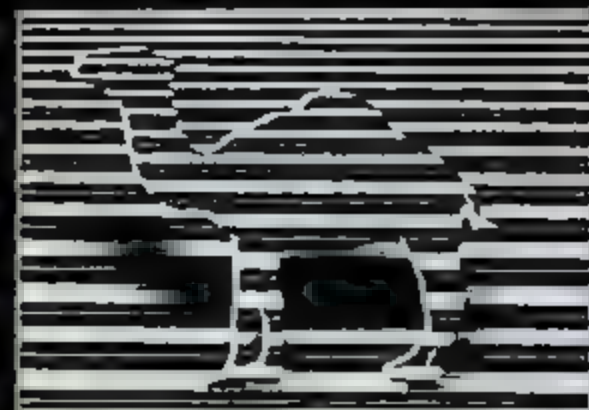
By the nineties, fashion, music, movies, and art were being blended into one big cultural cocktail. Rock mixed with lounge, indie mixed with Hollywood, and Camel mixed with everything.

This new culture blend was also flavored by technology. Cyber cafes popped up all over the urban landscape. People were meeting in chat rooms to discuss anything and everything. And digital cameras broadcast live video all over the Internet. The soundtrack to it all was created by computers themselves, as techno made its way to the top of the charts.



These bright, energetic billboards were introduced nationwide in 1997, representing a new direction for Camel.

In 1997, Camel unveiled a completely new look, which didn't just reflect sophisticated nightlife, it embraced it. Whether in swank martini bars, or at raging weekend biker rallies, "What You're Looking For" became Camel's new view of the times.



After almost eighty-five years, it was easy to see that Camel had reinvented itself once again. What was not so easy to see was an image of a camel hidden in each ad. Thankfully, it doesn't take long to spot the latest collectibles. Just check out the next page.

1997 - Americans move to the beat of techno, as its radioplay and record sales reach an all-time high.

#43



43 - MARTINI GLASSES AND SHAKER

Here's an idea. Throw a party, invite lots of people, and do up the martinis. This shaker and glasses set will help you get started. Camel design etched in glass. Dishwasher safe. Glass shaker comes with high-density plastic lid and holds 20 fluid oz. Two glasses each hold 4.5 fluid oz.

Item 43: 225 C-Notes + \$3.50 S/H

Item 243: \$43.00 + \$3.50 S/H

1997 - Microbreweries gain widespread recognition for their inventive beer recipes.

1997 - Photos of the Mars landscape are shown on the Internet.

44 - CAMEL TIN WITH 4 DISPOSABLE LIGHTERS

Long after these Scripto® lighters are used up, this funky tin case will still be shining. Each lighter and the case feature Camel's new graphic look. Tin case: 5" x 3 1/2" x 1 1/2".

Item 44: _____ 100 C-Notes + \$1.50 S/H

Item 244: _____ \$18.00 + \$1.50 S/H

45 - CAMEL NEON SIGN

Hang it up in your bar, or if you don't have one, the next best spot. Square sign with cobalt blue neon shaped into the Camel logo. UL-approved. 12" x 10 1/2" x 2 1/4".

Item 45: _____ 1000 C-Notes + \$6.00 S/H

Item 245: _____ \$160.00 + \$6.00 S/H

46 - SET OF FOUR SHOT GLASSES

These square-shaped glasses are waiting to be used, so give 'em a shot. Made by Libbey® glass. Custom Camel decal decoration. Dishwasher safe. Holds 2 fluid oz. each.

Item 46: _____ 100 C-Notes + \$3.50 S/H

Item 246: _____ \$18.00 + \$3.50 S/H

#44



#45



#46



#47



#48



Top View



Back

Front

47 - "SOLAR BLAST" T-SHIRT
Funky isn't the word. Cool isn't either. Camel... yeah, that sums it up pretty nicely. 100% cotton. Adult XL. Made in USA.

Item 47: _____ 75 C-Notes + \$1.50 S/H

Item 247: _____ \$15.00 + \$1.50 S/H

48 - COLIBRI XTREME LIGHTER

This weather-resistant lighter has been tested in almost every extreme condition. But we recommend trying it in smokey lounges and jazz clubs. Comes with altitude adjustment ring and belt pouch. Windproof. Quantum® system, butane refillable. 1 1/4" x 3 1/4".

Item 48: _____ 325 C-Notes + \$1.25 S/H

Item 248: _____ \$55.00 + \$1.25 S/H



1997 - Hollywood's most expensive movie
is produced, costing over \$200 million.

1998 - "Yoda-yoda-yoda" is added to
the English dictionary.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

#49



Back of Plate



Front

Item 251: _____ \$30.00 + \$1.50 S/H

- Please allow 10-12 weeks for delivery of all items.

OFFER BEGINS 2/15/98. ORDER MUST BE RECEIVED BY 9/30/98.
Please allow 10-12 weeks for delivery of all items.

FIRST NAME

M

LAST NAME

STREET NUMBER

APT 5

STREET NAME

CITY

STATE

ZIP CODE

MALE

FEMALE


DAYTIME PHONE

AREA CODE

What is your **USUAL BRAND** of cigarettes?

What is your second choice brand (if any)?

Is your USUAL BRAND? Mark one (x) Menthol Non-Menthol

Out of the **LAST TEN** times you bought cigarettes, how many times did you buy your **USUAL BRAND**? (Please enter a number between 0 and 10 in the boxes to the right.) 

ORDERS WILL NOT BE PROCESSED WITHOUT SIGNATURE AND BIRTHDATE.

What is your birling.ste? (required)

Topic & date

9 8 AGF

I certify that I am a smoker that I am 21 years of age or older and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving this information, in order to accept these offers may constitute a violation of law.

SIGNATURE _____

COMPLETE THIS PORTION FOR C-NOTES AND SHIPPING & HANDLING ITEMS ONLY!
LIMIT: 5 PER ITEM. MAXIMUM OF 20 ITEMS PER ADDRESS. INDIVIDUAL OR HOUSEHOLD.

| ITEM NUMBER | ITEM DESCRIPTION | QUANTITY ORDERED | CASHES EACH | TOTAL CASHES | S. H. EACH | TOTAL S. H. OF ITEMS |
|--|------------------|------------------|-------------|--------------|------------|----------------------|
| 01 | LETTER/PICTURE | | 200 | | 3.50 | |
| 02 | ZIPPO® DISPLAY | | 700 | | 5.75 | |
| 03 | CAMEL TAPESTRY | | 250 | | 5.50 | |
| 04 | COIN SET | | 250 | | 1.50 | |
| 05 | 1916 TIM SIGN | | 135 | | 3.50 | |
| 06 | PYRAMID LAMP | | 900 | | 5.50 | |
| 07 | TRENCH LIGHTER | | 75 | | 1.25 | |
| 08 | ORIENTAL BOX | | 400 | | 5.00 | |
| 09 | 1930'S LIGHTER | | 135 | | 1.25 | |
| 10 | 1920'S ZIPPO® | | 150 | | 1.25 | |
| 11 | 1920'S TIM SIGN | | 135 | | 3.50 | |
| 12 | CAMEL ASHTRAY | | 75 | | 4.00 | |
| 13 | PACK LIGHTER | | 135 | | 1.25 | |
| 14 | CERAMIC HOLDER | | 75 | | 1.25 | |
| 15 | CARDS/HOLDER | | 60 | | 1.00 | |
| 16 | CASE/LIGHTER | | 155 | | 1.25 | |
| 17 | 1920'S T-SHIRT | | 75 | | 1.50 | |
| 18 | ANTIQUE FLASK | | 200 | | 1.50 | |
| 19 | CERAMIC BOX | | 100 | | 3.50 | |
| 20 | THERMOMETER | | 250 | | 3.50 | |
| 21 | 50'S ZIPPO® #1 | | 150 | | 1.25 | |
| 22 | 50'S ZIPPO® #2 | | 150 | | 1.25 | |
| 23 | CAMEL WATCH | | 100 | | 1.25 | |
| 24 | CAMEL'S MUG | | 60 | | 3.50 | |
| 25 | LAVA LAMP | | 325 | | 5.00 | |
| 26 | TABLE ZIPPO® | | 325 | | 1.25 | |
| 27 | BEANBAG ASHTRAY | | 75 | | 2.00 | |
| 28 | JOE'S BOOK | | 175 | | 4.00 | |
| 29 | DEBUT ZIPPO® | | 150 | | 1.25 | |
| 30 | JOE PIANO ZIPPO® | | 150 | | 1.25 | |
| 31 | MONEY CLIP | | 50 | | 1.25 | |
| 32 | DARTBOARD | | 650 | | 9.50 | |
| 33 | 2 SIDED ASHTRAY | | 135 | | 3.50 | |
| 34 | HARD PK ZIPPO® | | 150 | | 1.25 | |
| 35 | S&P SHAKERS | | 100 | | 1.25 | |
| 36 | TUMBLERS | | 145 | | 4.25 | |
| 37 | JOE NEON SIGN | | 1000 | | 6.00 | |
| 38 | BIKE T-SHIRT | | 75 | | 1.50 | |
| 39 | CAN HUGGER | | 40 | | 1.50 | |
| 40 | MATCH RACK | | 200 | | 5.00 | |
| 41 | POOL T-SHIRT | | 75 | | 1.50 | |
| 42 | POOL PLATE | | 155 | | 1.50 | |
| 43 | GLASSES/SHAKER | | 225 | | 3.50 | |
| 44 | TIN/4 LIGHTERS | | 100 | | 1.50 | |
| 45 | CAMEL NEON SIGN | | 1000 | | 6.00 | |
| 46 | 4 SHOT GLASSES | | 100 | | 3.50 | |
| 47 | BLAST T-SHIRT | | 75 | | 1.50 | |
| 48 | XTREME LIGHTER | | 325 | | 1.25 | |
| 49 | 85TH MIRROR | | 200 | | 5.00 | |
| 50 | 85TH ZIPPO® | | 150 | | 1.25 | |
| 51 | 85TH PLATE | | 155 | | 1.50 | |
| TOTAL ITEMS / TOTAL CASHES / TOTAL S. H. | | | / | | / | |

Now there are two ways
to get some great items from CAMEL CASH:

Just fill out the order form on this page with
the items you want to purchase with
REAL MONEY.

Or just turn back and fill out the C-Note
order form with the items you want to
purchase with **C-NOTES.**

PLEASE MAKE CHECK OR MONEY ORDER
PAYABLE TO: THE CAMEL CO.
(Do not send U.S. currency.)

**OFFER RESTRICTED TO SMOKERS
21 YEARS OF AGE OR OLDER.**

- OFFER GOOD WHILE SUPPLIES
LAST. SUPPLIES ARE LIMITED
SO ACT QUICKLY
- PLEASE ALLOW 10-12 WEEKS
FOR DELIVERY OF ALL ITEMS.
To check on orders not received after
12 weeks, please call 1-800-826-8214.
- Enclose C-Notes, check or money
order, order form and mail to:
RJR Merchandise Marketing Co.
P.O. Box 6955, Mankato, MN 56006-6955
- No facsimiles or copies of order form
or proofs accepted.
- Fraudulent submission could result in
federal prosecution under the U.S. Mail
Fraud Statutes, 18 United States Code
Sections 1341 and 1342.
- Order forms or proofs cannot be
transferred, exchanged, reproduced,
or sold.
- Not responsible for lost, late, damaged,
misdirected or postage-due mail.
Proof of mailing does not constitute
proof of delivery.
- Orders and proofs will not be
returned for requests in excess of
proof requirements/item limits or
for any invalid proofs submitted.
- Requests from groups or organizations
will not be honored or acknowledged.
Offer void where restricted or
prohibited by law.
- Offer good only in USA.
- We have the right to substitute within
planned quantities.
- Consumer must pay postage when
submitting order/proofs.
- All promotional costs paid by
manufacturer.
- Proof/coupon value: 1/100 of 1 cent.
© 1997 RJR REYNOLDS TOBACCO CO.

ULTRA LIGHTS HARD PACK, ULTRA LIGHTS, ULTRA LIGHTS
100's HARD PACK 5 mg "tar" 0.5 mg nicotine, 99's LIGHTS
9 mg "tar" 0.8 mg nicotine, MENTHOL LIGHTS 10 mg "tar"
0.7 mg nicotine, LIGHTS 100's SPECIAL LIGHTS 10 mg "tar"
0.8 mg nicotine, SPECIAL LIGHTS 100's 10 mg "tar" 0.9 mg
nicotine, LIGHTS HARD PACK, LIGHTS SPECIAL LIGHTS
SOFT PACK, CAMEL WIDES LIGHTS 11 mg "tar" 0.9 mg
nicotine, 99's FILTERS 16 mg "tar" 1.1 mg nicotine, FILTERS
100's 16 mg "tar" 1.2 mg nicotine, FILTERS HARD PACK,
MENTHOL 17 mg "tar" 1.1 mg nicotine, CAMEL WIDES
FILTERS FILTERS 17 mg "tar" 1.2 mg nicotine, REGULAR
24 mg "tar" 1.1 mg nicotine, av. per cigarette by FTC method.

3 REAL MONEY FORM COMPLETE THIS PORTION FOR REAL MONEY AND SHIPPING & HANDLING ITEMS ONLY!
LIMIT: 5 PER ITEM, MAXIMUM OF 20 ITEMS PER ADDRESS, INDIVIDUAL OR HOUSEHOLD.

| ITEM NUMBER | ITEM DESCRIPTION | QUANTITY ORDERED | COST EACH | TOTAL COST OF ITEMS | S/H EACH | TOTAL S/H OF ITEMS | ITEM NUMBER | ITEM DESCRIPTION | QUANTITY ORDERED | COST EACH | TOTAL COST OF ITEMS | S/H EACH | TOTAL S/H OF ITEMS |
|-------------|------------------|------------------|-----------|---------------------|----------|--------------------|-------------|------------------|------------------|-----------|---------------------|----------|--------------------|
| 201 | LETTER PICTURE | | \$ 40.00 | 00 | 3.50 | | 228 | JOE'S BOOK | | \$ 34.00 | 00 | 4.00 | |
| 202 | ZIPPO® DISPLAY | | \$125.00 | 00 | 5.75 | | 229 | DEBUT ZIPPO® | | \$ 28.00 | 00 | 1.25 | |
| 203 | CAMEL TAPESTRY | | \$ 45.00 | 00 | 5.50 | | 230 | JOE PIANO ZIPPO® | | \$ 28.00 | 00 | 1.25 | |
| 204 | COIN SET | | \$ 45.00 | 00 | 1.50 | | 231 | MONEY CLIP | | \$ 10.00 | 00 | 1.25 | |
| 205 | 1916 TIN SIGN | | \$ 22.00 | 00 | 3.50 | | 232 | DARTBOARD | | \$110.00 | 00 | 9.50 | |
| 206 | PYRAMID LAMP | | \$145.00 | 00 | 5.50 | | 233 | 2 SIDED ASHTRAY | | \$ 22.00 | 00 | 3.50 | |
| 207 | TRENCH LIGHTER | | \$ 15.00 | 00 | 1.25 | | 234 | HARD PK ZIPPO® | | \$ 28.00 | 00 | 1.25 | |
| 208 | ORIENTAL BOX | | \$ 75.00 | 00 | 5.00 | | 235 | S&P SHAKERS | | \$ 18.00 | 00 | 1.25 | |
| 209 | 1930'S LIGHTER | | \$ 22.00 | 00 | 1.25 | | 236 | TUMBLERS | | \$ 25.00 | 00 | 4.25 | |
| 210 | 1920'S ZIPPO® | | \$ 28.00 | 00 | 1.25 | | 237 | JOE NEON SIGN | | \$160.00 | 00 | 6.00 | |
| 211 | 1920'S TIN SIGN | | \$ 22.00 | 00 | 3.50 | | 238 | BIKE T-SHIRT | | \$ 15.00 | 00 | 1.50 | |
| 212 | CAMEL ASHTRAY | | \$ 15.00 | 00 | 4.00 | | 239 | CAN HUGGER | | \$ 8.00 | 00 | 1.50 | |
| 213 | PACK LIGHTER | | \$ 22.00 | 00 | 1.25 | | 240 | MATCH RACK | | \$ 40.00 | 00 | 5.00 | |
| 214 | CERAMIC HOLDER | | \$ 15.00 | 00 | 1.25 | | 241 | POOL T-SHIRT | | \$ 15.00 | 00 | 1.50 | |
| 215 | CARDS/HOLDER | | \$ 12.00 | 00 | 1.00 | | 242 | POOL PLATE | | \$ 30.00 | 00 | 1.50 | |
| 216 | CASE LIGHTER | | \$ 30.00 | 00 | 1.25 | | 243 | GLASSES/SHAKER | | \$ 43.00 | 00 | 3.50 | |
| 217 | 1920'S T-SHIRT | | \$ 15.00 | 00 | 1.50 | | 244 | TIN/4 LIGHTERS | | \$ 18.00 | 00 | 1.50 | |
| 218 | ANTIQUE FLASK | | \$ 40.00 | 00 | 1.50 | | 245 | CAMEL NEON SIGN | | \$160.00 | 00 | 6.00 | |
| 219 | CERAMIC BOX | | \$ 18.00 | 00 | 3.50 | | 246 | 4 SHOT GLASSES | | \$ 18.00 | 00 | 3.50 | |
| 220 | THERMOMETER | | \$ 45.00 | 00 | 3.50 | | 247 | BLAST T-SHIRT | | \$ 15.00 | 00 | 1.50 | |
| 221 | 50'S ZIPPO® #1 | | \$ 28.00 | 00 | 1.25 | | 248 | XTREME LIGHTER | | \$ 55.00 | 00 | 1.25 | |
| 222 | 50'S ZIPPO® #2 | | \$ 28.00 | 00 | 1.25 | | 249 | 85TH MIRROR | | \$ 40.00 | 00 | 5.00 | |
| 223 | CAMEL WATCH | | \$ 18.00 | 00 | 1.25 | | 250 | 85TH ZIPPO® | | \$ 28.00 | 00 | 1.25 | |
| 224 | CAMEL'S MUG | | \$ 12.00 | 00 | 3.50 | | 251 | 85TH PLATE | | \$ 30.00 | 00 | 1.50 | |
| 225 | LAVA LAMP | | \$ 55.00 | 00 | 5.00 | | | | | | | | |
| 226 | TABLE ZIPPO® | | \$ 55.00 | 00 | 1.25 | | | | | | | | |
| 227 | BEANBAG ASHTRAY | | \$ 15.00 | 00 | 2.00 | | | | | | | | |

Residents of NC and MN
add applicable sales tax.
NC-6% MN-6.5%

| | | | |
|-------------|------------|-----------|-----------|
| TOTAL ITEMS | TOTAL COST | SALES TAX | TOTAL S/H |
| | 00 | | |
| TOTAL COST | | SALES TAX | S/H |

PLEASE BE SURE TO FILL OUT SECTION 1 ON THE
REVERSE PAGE OR YOUR ORDER WILL NOT BE PROCESSED

Enclose C-Notes, check or money order, and order form and Mail to: RJR Merchandise Marketing Co., P.O. BOX 6955, Mankato, MN 56006-6955



200 C-Notes, or \$40



700 C-Notes, or \$125



250 C-Notes, or \$45



250 C-Notes, or \$45



135 C-Notes, or \$22



900 C-Notes, or \$145



75 C-Notes, or \$15



400 C-Notes, or \$75



135 C-Notes, or \$22



150 C-Notes, or \$28



135 C-Notes, or \$22



75 C-Notes, or \$15



135 C-Notes, or \$22



75 C-Notes, or \$15



60 C-Notes, or \$12



155 C-Notes, or \$30



75 C-Notes, or \$15



200 C-Notes, or \$40



100 C-Notes, or \$18



250 C-Notes, or \$45



150 C-Notes, or \$28 each



100 C-Notes, or \$18



60 C-Notes, or \$12



325 C-Notes, or \$55



325 C-Notes, or \$55



75 C-Notes, or \$15



175 C-Notes, or \$34



150 C-Notes, or \$28



150 C-Notes, or \$28



50 C-Notes, or \$10



650 C-Notes, or \$110



135 C-Notes, or \$22



150 C-Notes, or \$28



100 C-Notes, or \$18



145 C-Notes, or \$25



1000 C-Notes, or \$160



75 C-Notes, or \$15



40 C-Notes, or \$8



200 C-Notes, or \$40



75 C-Notes, or \$15



155 C-Notes, or \$30



225 C-Notes, or \$43



100 C-Notes, or \$18



1000 C-Notes, or \$160



100 C-Notes, or \$18



75 C-Notes, or \$15



325 C-Notes, or \$55



200 C-Notes, or \$40



150 C-Notes, or \$28



155 C-Notes, or \$30

Send C-Notes,
check or money order,
and order form to:
RJR Merchandise
Marketing Co., P.O. BOX
6955, Mankato, MN
56006-6955

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

The background of the entire advertisement is a collage of vintage Camel cigarette advertisements. In the top left, a man in a tuxedo and bowler hat smiles while smoking. In the top right, a woman in a light-colored dress looks over her shoulder at a man in a tuxedo who is smoking. In the bottom left, a woman with dark hair and large earrings looks towards the camera, with a small Camel cigarette pack visible in the lower left corner. In the bottom right, a woman with dark hair and red lipstick holds a cigarette near her face. The central text is overlaid on these images.

CAMEL CASH

TIMELESS COLLECTIBLES



CATALOG EXPIRES 9/30/98

NOW YOU CAN ORDER TIMELESS COLLECTIBLES WITH REAL MONEY OR C-NOTES

**Purchased, Scanned and
Uploaded by:**

**Lost Library
of the
Atypical
and
Unobtainable**

Send requests and
appreciation to:
www.patreon.com/LLAU
Other social media
COMING SOON